

A photograph of two black bowling balls on a green lawn under a blue sky with white clouds. The ball in the foreground is in sharp focus, showing its finger loops and a star-shaped logo. The second ball is in the background, slightly out of focus. A large white circular graphic is overlaid on the right side of the image.

Bowls **D**evelopment **A**lliance

Introduction:

- **Background**
- **Sporting landscape**
- **SWOT**
- **Whole Sport vision**
- **Sport England strategy**
- **Key priorities**



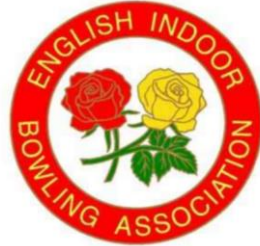
Current partners



35 COUNTY ASSOCIATIONS

2,007 CLUBS

105,000 MEMBERS



32 COMPETITION AREAS

283 CLUBS

81,800 MEMBERS



35 COUNTY ASSOCIATIONS

105 MEMBER CLUBS

465 MEMBERS



16 COUNTIES

2,350 CLUBS

100,000 MEMBERS

Future partners



**37 COUNTY
ASSOCIATIONS**

1,009 CLUBS

**17,579
MEMBERS**

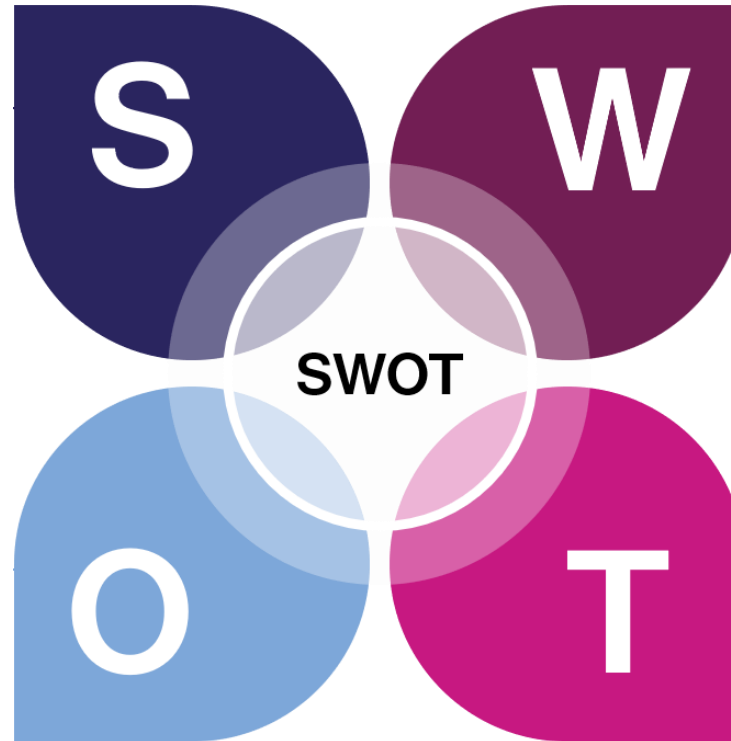


13 COUNTIES

720 CLUBS

**16,000
MEMBERS**

- **Volume of clubs / participants**
- **Unique demographic**
- **Indoor and outdoor sport**
- **Family friendly**
- **Inclusive**
- **Accessible**



- **Limited data**
- **Lack of 'whole sport' strategic alignment**
- **Reach of SE programmes – ROI**
- **Limited funding**
- **Sporting profile**

- **Collaborative working**
- **Entry level offer**
- **Club development plan**
- **Commonwealth Games legacy**
- **Bowls for Health and wellbeing**
- **Joined up Campaigns i.e. Back to Bowls**
- **Extending the reach – BAME / LSEG / Women**

- **Ageing workforce**
- **Loss of facilities**
- **Membership decline**
- **Financial sustainability**
- **Covid-19**
- **Mixed messages**

WHOLE SPORT VISION

SHARED OBJECTIVES



BDA PRIMARY TARGETS



TBC

TBC

TBC

TBC

TBC



Common purpose;

'When we move, we are stronger'

The new strategy will focus on these major themes;

1. Recover and reinvent: recovering from the biggest shock to the status quo in a lifetime and reinventing as a vibrant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

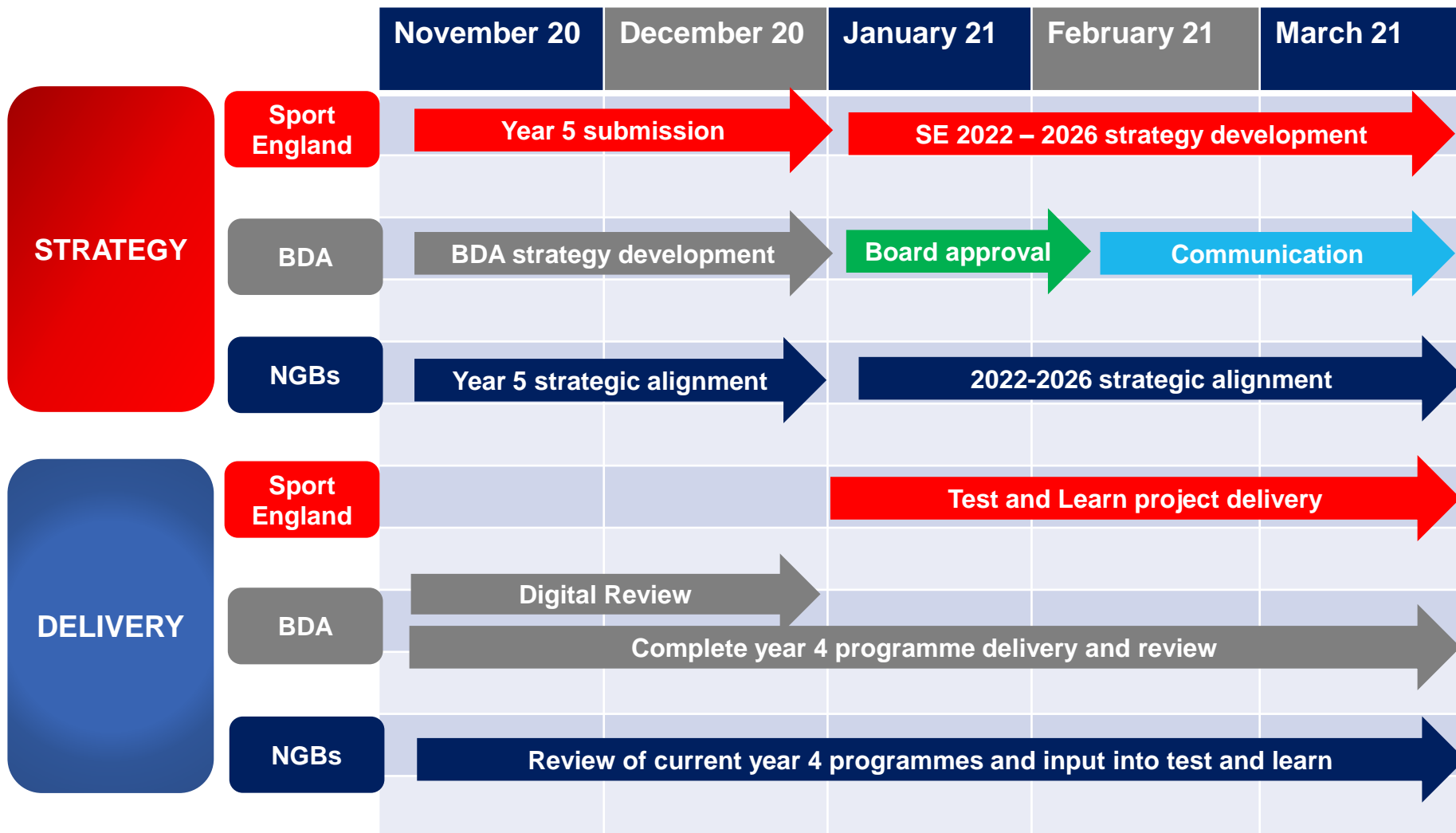
2. An active life for a healthy life: strengthening the connection between sport and physical activity and health and wellbeing, to enable more people to live an active life so they can live and age well.

3. Positive experiences for children and young people: unrelenting focus on positive experiences as the foundations for an active life.

4. Strengthening communities: focusing on sport and physical activity's ability to create greater community development and social integration.

5. Active environments: creating the places and spaces that make it easier for people to be active.

Key priorities: to March '21



COLLABORATION



SUPPORT



TEAMWORK



COMMUNICATION



TRUST



MOTIVATION



INSPIRATION



SUCCESS

Thanks

Any questions?

